

**Bossier Parish Community College  
Master Syllabus**

**Course Prefix and Number:** COMM 210 **Credit Hours:** 3  
**Course Title:** Copywriting for Mass Media  
**Course Prerequisites:** None  
**Textbook:** Bly, Robert W. *Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells*. 4<sup>th</sup> Edition.

**Course Description:** This course provides practice in copywriting for mass media. Students will sharpen specific copywriting skills using realistic situations.

**Learning Outcomes:**

At the end of this course the student will

- A. assimilate the vocabulary used in the field of copywriting;
- B. understand the concept that writing for commercials is not necessarily an inherent talent, but one that can be improved with practice and discipline;
- C. hone skills needed to achieve simplicity in commercial writing; and
- D. consider the larger implications of commercial writing.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. Memorize terms used in commercial writing. (A)
- 2. Use written assignments to understand how to use a “hook”, how to gain the attention of your intended demographic, and how to provoke the audience to action. (B)
- 3. Explain how to cut copy so that it will adhere to the strict time constraints of commercial writing. (C)
- 4. Realize the ethical and legal concerns surrounding journalism. (D)

**Course Requirements:** This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

<b>Course Grading Scale:</b>	90 – 100	A
	80 – 89	B
	70 – 79	C
	60 – 69	D
	0 – 59	F

**Attendance Policy:** The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

### **Nondiscrimination Statement**

Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

#### COORDINATOR FOR SECTION 504 AND ADA

Angie Cao, Student and Disability Services Specialist  
Disability Services, F-254, 6220 East Texas Street, Bossier City, LA 71111  
318-678-6511  
[acao@bpcc.edu](mailto:acao@bpcc.edu)

Equity/Compliance Coordinator  
Teri Bashara, Director of Human Resources  
Human Resources Office, A-105  
6220 East Texas Street  
Bossier City, LA 71111  
Phone: 318-678-6056  
Hours: 8:00 a.m.-4:30 p.m. Monday - Friday, excluding holidays and weekends.